

COMMERCIAL DEVELOPMENT OFFICER (THE BOX)

Role Profile



Title	Commercial Development Officer (The Box)	
Grade	GRADE F	
Reference:	N627	
Reports to:	Commercial Manager	
Work style Definition	Office based hot–desk/touch down worker	
Job Type:	Semi Professional	
Primary purpose of role	To develop and deliver commercial opportunities for The Box which includes venue hires and corporate sponsors' events (including catering/hospitality), pop-up shops, Ecommerce, cross-selling of tickets, media sales and education packages.	
Key accountabilities and key measures	<p>Role outcomes</p> <ul style="list-style-type: none"> ▪ A planned programme for The Box of Tavistock Square events and performances and screenings (20%) ▪ Targets for commercial venue hires are achieved and their successful delivery facilitated (20%) ▪ Develop the Ecommerce opportunities with assistance from the Commerce and Events Assistant (20%) ▪ Develop a range of initiatives to maximise commercial income (20%) ▪ Health and safety and legislative compliance to ensure all events are delivered safely and with appropriate evaluation (5%) ▪ Budget management of c£400k a year and forecasting for individual events (5%) ▪ Production of communications to support the promotion and marketing of The Box programme (5%) ▪ Support events of The Box to the public in and outside of normal working hours (5%) 	<p>Role measures</p> <ul style="list-style-type: none"> ▪ Collation and production of accurate and comprehensive operational commercial plans. ▪ Public, partner and stakeholder satisfaction. ▪ Outcomes and targets in the Activity Plan and National Portfolio Organisation Plan are achieved, including commercial targets for events, talks and venue hires ▪ Planning and delivery complies with all statutory and legislative compliance. ▪ Independent evaluation data ▪ Positive feedback from staff and senior management ▪ Staff appraisals

Key activities	<ul style="list-style-type: none"> ▪ Co-ordination, planning and delivery of events for The Box of openings, VIP tours, Tavistock Square performances, events and screenings, as part of the National Portfolio Organisation Plan, ensuring income targets are met (20%) ▪ Proactively seek bookings for venue hires and deliver successfully to the customer's satisfaction and reaching planned income targets (20%) ▪ Work with The Box partners (e.g. the University, Theatre Royal, Destination Plymouth, Plymouth City Centre BID, Plymouth Waterfront Partnership BID) to co-ordinate and facilitate the delivery of other commercial opportunities, events, activities and festivals at The Box and other sites when appropriate (20%) ▪ Maximise opportunities to drive Ecommerce opportunities (20%) ▪ Evaluation planning and co-ordination and production of analytical reports (5%) ▪ Assist with the marketing and communications of The Box (5%) ▪ Identification and procurement of resource requirements for events and activities, including staffing (5%) ▪ Support the opening of The Box to the public in and outside of normal working hours (5%) ▪ Carry out other duties appropriate to the grade of the post and that support the Box's overall objectives, including being the duty manager as part of a rotating team.
Essential qualifications/knowledge	<ul style="list-style-type: none"> ▪ Degree (or equivalent) in an appropriate field or relevant experience in a cultural setting. ▪ Knowledge of how cultural institutions can develop audiences, whilst also seeking commercial opportunities. ▪ Knowledge of event and project management. ▪ Knowledge of Ecommerce ▪ Knowledge of evaluation methods and techniques.
Desirable qualifications/knowledge	<ul style="list-style-type: none"> ▪ Appreciation of the aims of cultural funding bodies such as ACE and HLF. ▪ Understanding and enthusiasm for the arts, museums and heritage sector. ▪ Marketing and/or events management qualification. ▪ Knowledge of current legislative guidance and industry standards for events and the licensing (Health & Safety at Work Act 1974, Management of Health & Safety Working regulations, Workplace regulation 1992, Occupiers Liability Act 1957 & 1984, RIDDOR 1995, The Purple Guide to Health, Safety, Welfare, Music and other events, HSE Managing Crowd Safety, Equality Act 2010, The Regulatory Reform Act (Fire Safety Order) 2005. ▪ Knowledge of crowd safety and event management. ▪ Knowledge of internet marketing. ▪ Understanding of issues around cultural diversity in the creative industries. ▪ Full driving licence.

Essential experience	<ul style="list-style-type: none"> ▪ Demonstrable experience of devising, implementing, monitoring, recording, evaluating and reporting events and activities in a cultural setting. ▪ Experience of developing commercial opportunities ▪ Experience of working unsupervised and decision making. ▪ Experience of creative and innovative thinking around income generation to maximise financial efficiencies and commercial opportunities.
Desirable experience	<ul style="list-style-type: none"> ▪ Experience of market research and analysis. ▪ Experience of compiling operational and safety plans, risk assessments. ▪ Experience of the marketing and sponsorship of events. ▪ Experience of collaborative partnership working in a cultural setting. ▪ Experience of using the internet for commercial development and for marketing, such as blogging and other forms of social media communications.
Essential skills	<ul style="list-style-type: none"> ▪ Highly organised, with ability to manage the planning and delivery of events up to a year in advance ▪ Problem solving and creative skills required to solve varied problems relating to the planning and delivery of events and commercial activities ▪ Ability to be self-motivated and work unsupervised, but also to work as part of a team. ▪ Judgment skills, to solve a variety of problems including relating to health and safety compliance ▪ Writing skills, for the preparation of forms, policies, plans and procedures ▪ Developed communication skills varying from producing clear and concise written and verbal reports and presentations to a broad range of audiences including influencing, negotiation, consultation and advocacy skills, briefings for members, partners, business organisations and community groups, and persuasive skills to develop new partnerships and events ▪ Computer skills, particularly the ability to use all Microsoft Office applications ▪ Ability to work at events, at various locations including outside events ▪ Team player, able to work flexibly and positively with others ▪ A can-do attitude, with the ability to find solutions to problems ▪ Ability to promote positively The Box's vision, values, aims and objectives.
Corporate standards <ul style="list-style-type: none"> ▪ In accordance with Council policies and guidance on information management and security, it is your personal responsibility for data protection, client confidentiality and information governance. ▪ Act at all times in accordance with appropriate legislation and regulations, codes of practice, the provisions of the Council's constitution and its policies and procedures. ▪ Work within the requirements of the Council's Health and Safety policy, performance standards, safe systems of work and procedures. ▪ Undertake all duties with due regard to the corporate equalities policy and relevant legislation. 	

